

**METHOD AND APPARATUS FOR UTILIZING AN EXISTING PRODUCT
CODE TO ISSUE A MATCH TO A PREDETERMINED LOCATION ON A
GLOBAL NETWORK**

ABSTRACT OF THE DISCLOSURE

5 A method for providing an interconnection relationship between a product and a
desired location on a global communications network. A machine readable product
code is disposed on the product machine readable product code, the machine readable
product code having encoded product information contained therein. The product code
has no routing information embedded therein which would allow the product code, in
10 and of itself, to cause routing to the desired location over any path on the network. The
machine readable code is read and decoded. The extracted product code is then
converted for routing information over the network to the desired location, which
routing information defines the manner by which a user or a computer at a user location
wherein the machine readable code was read can communicate with the desired location
15 via an interconnection therewith.